



Sustainable Solutions for health,  
productivity and the environment.

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## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **RMC Deepens Commitment to Sustainability**

*January 29, 2016, Rochester, NY,* — Rochester Midland Corporation has recently become a member of the Association for the Advancement of Sustainability in Higher Education, an association of colleges and universities working to create a sustainable world. Through its membership in AASHE, RMC will be able to better understand and assist higher education institutions in advancing their sustainability initiatives.

“We look forward to supporting AASHE and its members with their sustainability efforts in facility maintenance to create healthier campuses with improved indoor air quality,” said Jim Bruno, RMC Senior Marketing Manager,

AASHE enables colleges and universities to meet their sustainability goals by providing specialized resources, professional development, and a network for sharing information about sustainability products and services. Membership covers the entire business or campus, so everyone can take advantage of event discounts, access to member-only resources, and other benefits.

AASHE provides many of its resources free to the public, including a weekly newsletter, AASHE Bulletin, as well as member only resources that include best practices and case studies related to advancing sustainability at college and universities. These can be found in AASHE’s online Resource Center - [www.aashe.org](http://www.aashe.org).

Founded in 1888, Rochester Midland is a leading manufacturer of specialty chemicals for food sanitation, industrial cleaning and water treatment as well as housekeeping and restroom care programs designed for human health, safety, and the environment. RMC is a world leader in sustainable green cleaning programs for commercial and institutional facilities with over thirty 3<sup>rd</sup> party certified, biobased products and our Certified Green Housekeeping Training Program. We provide training and education programs for workers and building occupants. Rochester Midland is committed to developing sustainable solutions for health, productivity and the environment. For more information, contact Jim Bruno, 585-336-2422 or [jbruno@rochestermidland.com](mailto:jbruno@rochestermidland.com) or [www.rochestermidland.com](http://www.rochestermidland.com).

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